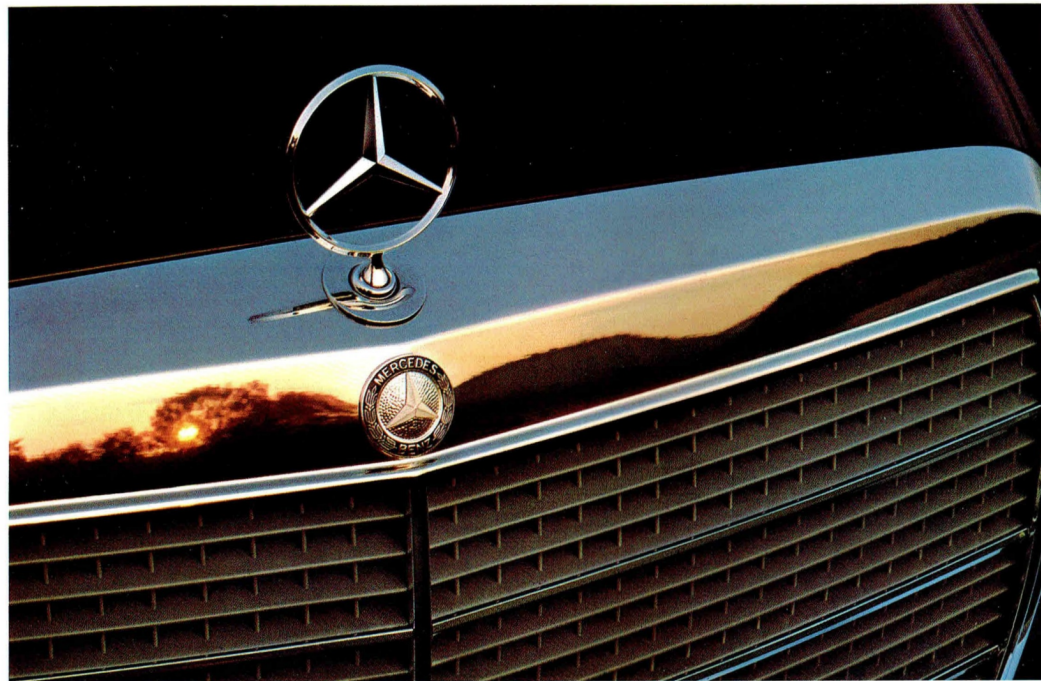


MERCEDES-BENZ
1985





1985 THE PHILOSOPHY and 99 years of expertise described on the pages at left have yielded notable results for 1985. The legendary Mercedes-Benz quest for technical perfection has brought numerous refinements to all ten models.

And the legendary Mercedes-Benz penchant for technical innovation has brought the remarkable Anti-lock Braking System, as optional-at-extra-cost equipment on the 190E 2.3, 190D 2.2, 300SD, 380SE, 380SL, 500SEL and 500SEC.

Read about all ten models in the pages that follow, and about the engineering details that distinguish them. The result is not simply a group of automobiles improved for 1985, but the best automobiles Mercedes-Benz has ever built.

Mercedes-Benz for 1985



WHAT MOST DISTINGUISHES THIS DIVERSE RANGE OF AUTOMOBILES IS NOT THE DIFFERENCES BETWEEN THEM BUT THE STANDARD THAT UNITES THEM



DISPLAYED ABOVE is the complete line of Mercedes-Benz automobiles available in North America for 1985.

Mercedes-Benz has never offered a wider spectrum of choice than these ten models represent. There is no duplication. Each is a meticulously engineered solution to a particular set of needs and tastes. You are likely to find one model of the 1985 Mercedes-Benz range precisely tailored to

your personal requirements. Perhaps *more* than one: sedans and coupes, a coupe/roadster and a station wagon, gasoline and diesel and turbodiesel power, personalities from stately to sporting—such is the breadth of choice today that it is not uncommon for more than a single Mercedes-Benz automobile to be serving the needs of a single household. Elsewhere in this brochure you will be fully briefed about the engineering, equipment, performance and driving personalities of the entire

Mercedes-Benz line for 1985. You will find that these models vary in their individual characteristics—as befits a range that embraces both gasoline and diesel-powered automobiles; that includes five distinctly different kinds of sedans; that extends to such exotic body types as four-passenger and two-plus-two coupes, a coupe/roadster, and a station wagon. But you will find that the message you ultimately take away from these ten unique models is in all cases precisely the same.

This is because there may be ten different Mercedes-Benz models for 1985—but in 1985 as every year, there is only one way of designing a Mercedes-Benz. One way of proving a Mercedes-Benz. One way of building a Mercedes-Benz.

You will look in vain for signs that engineering integrity or quality of assembly diminish in accordance with price. You will find the emphasis on safety in the most affordable Mercedes-Benz to be the

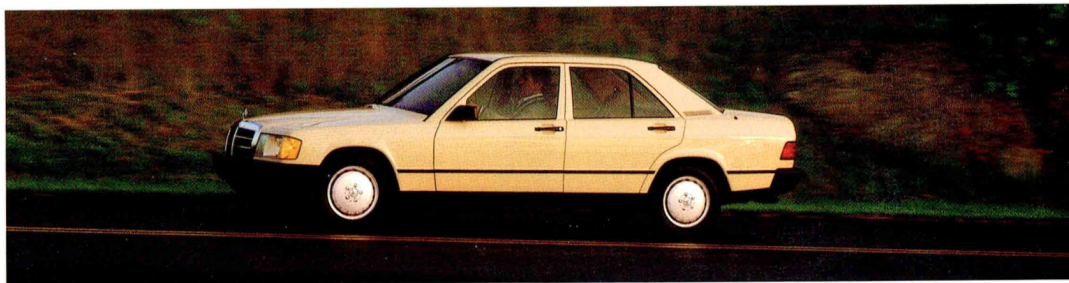
same as the emphasis on safety in the most expensive Mercedes-Benz. You will find that in terms of dependability and durability and every other vital measurement of automotive worth, what defines one Mercedes-Benz defines them all.

In short, you will find no double standard but one unvarying, inflexible standard prevailing in 1985 as it has prevailed since 1886. You can choose from those ten models shown above, knowing that the

one you select will not be a better automobile than the others but only a different automobile. Diesel or gasoline, sedan, station wagon, coupe or coupe/roadster—a Mercedes-Benz is a Mercedes-Benz.

The 1985 Mercedes-Benz model line, left to right: 190E 2.3 Sedan, 190D 2.2 Sedan, 300D Turbodiesel Sedan, 300TD Turbodiesel Station Wagon, 300CD Turbodiesel Coupe, 300SD Turbodiesel Sedan, 380SE Sedan, 380SL Coupe/Roadster, 500SEL Sedan, 500SEC Coupe.

190 E 2.3 Sedan



ALREADY CITED by *Road & Track* as "perhaps the best in the world in its size class," the 190 E 2.3 Sedan moves into 1985 a slightly improved automobile.

For example, judicious camshaft and manifold design refinements help generate seven more horsepower than earlier versions—making a responsive engine that much more so. Both front seat belts now incorporate

emergency tensioning retractors, for enhanced occupant restraint in major frontal impacts. And the remarkable Mercedes-Benz Anti-lock Braking System has been included on the list of extra-cost 190 Class options for 1985. The 190 E 2.3 Sedan is otherwise the same automobile it was on its North American introduction in 1984: a precedent-shattering package of technological innovations, with a range of capabilities found

in no automobile before—of any size or class. Thus, this eminently practical four-door sedan "...will challenge some of the finest sports sedans in the world on just about any road

you choose," in the opinion of one automotive journal. The 190 E 2.3's blend of trim size, light weight and advanced suspension technology have produced the best-handling Mercedes-Benz passenger car ever built.

Even a 190 E 2.3 fitted with automatic transmission can move from zero to 100 km/h in about 11 seconds. Its test-track maximum is 185.5 km/h. But almost any car today can



Front legroom in 190 E 2.3 matches that of largest Mercedes-Benz sedans

THE DRIVING EXHILARATION OF A SPORTS SEDAN, THE SOLIDITY AND SMOOTHNESS AND DEEP-SEATED COMFORT OF A MERCEDES-BENZ SEDAN

be made to go fast; a critical distinction of the 190 E 2.3 is how smoothly and easily it seems to do so. It is a car designed for *low stress*—both mechanical and psychological. You can order four-speed automatic or five-speed manual transmission versions of the 190 E 2.3, confident that both are crisp and smooth-shifting.

There is little difference between the 190 E 2.3's interior and the interiors of larger Mercedes-Benz models in the sense of comfort provided. Front headroom and legroom is sufficient even for people of taller than normal height. There is only 1.3 cm less rear headroom in the 190 E 2.3 than in the 380 SE Sedan. Its sense of physical ease may be one of the 190 E 2.3's strongest traits; the result not of luxury trappings but attention to the laws of biomechanics and the rules of ergonomics.



The 190 E 2.3: as responsive as any sports sedan extant—but perhaps too practical to be one

190 D 2.2 Sedan



SLIP BEHIND THE wheel of the 190D 2.2 Sedan and there is no doubt that you are in a Mercedes-Benz.

But start up, move off, and put in a few brisk kilometres on your favorite back-road test circuit: can this really be a four-cylinder Mercedes-Benz diesel?

You have been introduced to one of the more likeably *deceptive* automobiles ever built.

Mercedes-Benz expended not just three or four years, but a full decade of development effort to make it so. Innovating here, refining there, dislodging so many long-standing technological obstacles that diesel power, diesel torque, diesel performance—even diesel decibel levels—are transformed. Perhaps transforming your own diesel expectations as a result.

Its 2.2-litre engine is no conventional heavyweight diesel. It

is a startling 25 percent lighter than the lightest previous four-cylinder Mercedes-Benz diesel. Friction losses are cut by narrower bearings and other light-

er internal working engine components; meanwhile, a crossflow cylinder head and other advances help boost power and generate strong torque across a wide range of engine speeds.

The 190D 2.2 hits a test track maximum of almost 162 km/h. Drop down to sensible cruising speeds and it feels relaxed and unstrained. (Choose the five-speed manual transmission version and engine speed drops



Transmission choice with 190D 2.2 is yours: 5-speed manual or 4-speed automatic

A SPIRITED 4-CYLINDER PERFORMER THAT ADDS ZEST AND DRIVING EXCITEMENT TO THE DIESEL EXPERIENCE

down by 20 percent in fifth-gear cruising, for the maximum relaxation and lack of strain possible.)

Its roadholding finesse only intensifies the 190D 2.2's zesty spirit. Certainly no diesel and perhaps no Mercedes-Benz has ever devoured twisty roads with such magnificent aplomb.

The four-speed automatic transmission is "...a paragon," states *Motor Trend*, noting that it "is extremely fast to respond to throttle commands with positive yet smooth shifts up and down."

As gratifying as the driving experience is the 190D 2.2's driving environment. Shrewd design affords 2.3 cubic metres of interior volume within a wheelbase of just 266 cm. Vital cockpit dimensions come uncannily close to even the largest Mercedes-Benz sedans.



Only 49 years of diesel engineering leadership could produce a diesel car this advanced

300 D Sedan



IT SHOULD BE NO mystery why the 300 D ranks as one of the most popular models Mercedes-Benz has ever sold in North America.

It adroitly fills a niche between ornate luxury sedans on one side and heavy-breathing sports sedans on the other. It shuns extremes—uniquely *balancing* power with efficiency, riding comfort with handling finesse, agility with passenger space.

Consider: you are piloting a diesel that loves hills and sprints away from stoplights. A sedan that laps up sports car roads. Meanwhile, it coddles you and your passengers in that secure comfort unique to the automobiles of Mercedes-Benz. In sum, not even Mercedes-Benz builds a more well-rounded automobile than the 300 D. Or one that promises more meaningful driving rewards.

The 300 D is designed to min-

imize exterior bulk and maximize interior volume. Within an overall length of less than 5 metres there are 2.97 cubic me-



The 300D's driver is not put in the lap of luxury but in the sure hands of ergonomic science

tres of passenger and trunk space. Front legroom matches the largest Mercedes-Benz sedans. You get the convenience of a sedan roomy enough to accommodate five adults. With convenient interior access provided by four wide-opening doors.

"The 300 D's success in striking a balance between ride comfort and handling response," notes one automotive journal, "is equalled by less than a handful

THIS ELEGANTLY CIVILIZED SEDAN CAN SATISFY BOTH YOUR NEED FOR PRACTICALITY AND YOUR ZEAL FOR PERFORMANCE

of other cars in the world."

The idea that a comfortable sedan must roll and pitch and wallow in vigorous driving is refuted. The idea that a fleet-footed automobile must jar your bones is debunked. The 300 D can move both surely and quickly over the road. Turbodiesel technology—generating no extra noise, no extra mechanical upkeep, no extra craving for fuel—boosts diesel performance to levels unimaginable when Mercedes-Benz produced the world's first production diesel passenger car, 49 years ago.

Few automobiles of any kind, when all vital criteria are added up, can outpoint the Mercedes-Benz 300 D Turbodiesel Sedan. It is more than a high-performance diesel. It is one of the world's most intelligently balanced, most genuinely civilized sedans.



The 300D Sedan blends muscular performance with waste-hating diesel efficiency

300 TD Station Wagon



THOSE WHO choose the 300 TD Station Wagon primarily for its extra carrying capacity are destined for a series of pleasant surprises.

The 300 TD is engineered to perform the functions of a station wagon superbly well; large families, outdoorsmen, and others who require the utility of five doors and a large cargo area will be well served indeed. But the 300 TD is far too well-

engineered to serve *only* as an efficient mover of bulky loads. So sophisticated is its technology, and so shrewdly is it deployed, that there seems almost no reasonable automotive function that it cannot perform. How gratifying to own a station wagon that is simultaneously one of the automobile world's more civilized conveyances for five adults, incorporating all the comforts and accoutrements of first-class automotive travel.

How satisfying to own a station wagon that can double in brass as a turbodiesel performance machine: muscular, quick, responsive. With steering and

handling and braking reflexes worthy of a GT coupe.

How reassuring to own a station wagon of such driving and handling refinement that is, amazingly, a frugal-hearted, rock-ribbed, *diesel* automobile underneath it all.

Structural rigidity is provided by the 300 TD's welded unit-type body, inherently resistant to flexing and twisting under torsional stress. "The back end



In full cargo-carrying trim, 300 TD affords 3.05 cubic metres of interior space

A CARGO-HAULING WORKHORSE THAT IS ALSO A TURBODIESEL PERFORMANCE CAR AND A HIGHLY CIVILIZED FORM OF TRANSPORT FOR FIVE

doesn't sound like a crate of empty muffin tins whenever you hit a bump," comments *Car and Driver*, "which is something you can't say for your average wagon." The 300 TD measures less than 5 metres nose to tail, yet affords a maximum of 3.05 cubic metres of cargo capacity within—capacity so ingeniously configured that an object fully 2.9 metres long could be accommodated.

There is room inside for five full-size adults. (A third, rear-facing bench seat can be ordered at extra cost.) The cabin is equipped and trimmed not to station wagon standards but to Mercedes-Benz standards. Built-in amenities include an automatic climate control system, electronic cruise control, electric window lifts, and a highly sophisticated electronic AM/FM stereo radio with cassette player.



The only station wagon that rides, handles and performs like a Mercedes-Benz

300 CD Coupe



FEW CARS PROVIDE more point-A-to-point-B pleasure," says *Car and Driver* of the Mercedes-Benz Turbodiesels.

The 300CD Coupe is designed to intensify that pleasure by packaging it in exotic form: that of a limited-production, two-door, two-plus-two touring machine.

Its body design radiates functional intelligence, not styling

extremism. Good taste—and good sense; it should, like other Mercedes-Benz coupe models over the years, resist rapid obsolescence and seem as modern a decade hence as it does today.

But the 300CD is not simply a handsomely rebodied Turbodiesel. It is a uniquely engineered Turbodiesel. For example, the engineers re-worked the chassis to give this sporting model both a trimmer overall length and a shorter wheelbase

than the 300D Sedan and 300TD Station Wagon. Making this close-coupled automobile a more agile automobile.



Rear seat accommodations in the two-plus-two 300CD Coupe are no mere afterthought

The lack of conventional central roof support pillars called for unique measures to ensure Mercedes-Benz standards of structural rigidity. The floor platform is thus specially reinforced. The car's midsection is stiffened by concealed central B-posts that help anchor the platform to the bodywork.

The 300CD's body is welded at more than 4,800 points and then extensively handworked during assembly. (Few body

panels are in fact interchangeable with other Turbodiesel models.) The finished bodywork is smooth and nearly seamless.

Sporting *performance* complements the 300CD's sporting looks. Pickup from a standing start is crisp and lively and smooth. Acceleration in the middle speed ranges—seldom a strongpoint in previous diesels—is muscular. Continuous cruising at 100 km/h is quiet and restful enough to make you all but forget you are in a diesel.

Vigorous driving produces minimal body roll. Thrown into turns or plunged over undulating surfaces, the 300CD maintains its poise.

It is too spacious and too practical to be a sports car; the 300CD nonetheless conveys much of the driving precision of a sporting automobile.

THE MOST SPORTING OF THE TURBODIESELS OFFERS NOT JUST CLASSIC LINES BUT CLASSIC OVER-THE-ROAD PERFORMANCE



300CD's taut 270 cm wheelbase helps make quick-witted agility one of its cardinal traits

300 SD Sedan



THE 300SD'S combination of practicality and comfort make it an attractive choice as a family sedan. Yet this diesel-powered automobile is both civilized and capable enough to serve admirably as a corporate flagship.

Interior spaciousness and comfort are, in a word, presidential. The rear seating area is livable enough—down to its twin reading lamps—to serve the com-

pany president as a temporary mobile office.

The 300SD is a superbly competent highway car, for those quick trips to the airport or long jaunts to important out-of-town meetings. It accommodates five adults and affords sufficient trunk space (0.43 cubic metres of it) for their luggage. But unlike most limousines and large "luxury" sedans, the 300SD is equally content in the hustle and bustle of the

downtown areas where most corporate business is centered. It is an agile automobile, with a



Driver's seat is no sofa but a superbly engineered bio-mechanical support system

turning circle of just 11.9 m. And it is a strikingly efficient automobile. Example: at idling speeds, that diesel engine burns only *one-quarter* as much fuel as a gasoline engine of like size.

The 300SD, as a diesel and as a Mercedes-Benz, conveys a message as favorable to corporate owners as to individuals. It says you are efficiency-minded, and farsighted, and shrewd. Meanwhile, you enjoy life behind the wheel of an automobile designed

THE DIESEL AUTOMOBILE BY WHICH ALL OTHER DIESEL AUTOMOBILES MUST BE JUDGED

to satisfy the senses as well as the intellect. The term, *driver's car* applies to the 300SD as to few contemporary sedans.

That turbocharged five-cylinder diesel engine can get you quickly from zero to 100 km/h—and then cruise so smoothly and quietly once there that you may well forget it *is* a diesel.

Front seat belts are equipped with *emergency tensioning retractors* for 1985, to gently but firmly tighten seat belts in a major frontal impact and enhance occupant restraint.

Optional at extra cost is the Supplemental Restraint System, a seatbelt-based concept incorporating a driver's-side air bag and knee bolster, designed to help further enhance occupant restraint. And thus help lessen the risk of serious injury to the driver in the event of a major frontal impact.



Turbodiesel engine boosts horsepower and torque without sacrificing diesel efficiency

380 SE Sedan



NO SOONER had North American automobile buyers expressed renewed interest in pulse-quicken performance than Mercedes-Benz obliged them with the 380 SE Sedan.

This seductive combination of a 3.8-litre gasoline V-8, a taut 294 cm wheelbase and all the creature comforts of a senior Mercedes-Benz sedan returns for 1985.

It returns a more technologically advanced automobile than ever: as of the 1985 model year, Mercedes-Benz introduces the superb Anti-lock Braking System as optional equipment. This computerized electronic wizard is designed to help prevent the car's wheels from locking up in sudden braking, thus helping it to decelerate quickly and smoothly whatever the road surface conditions may be; but primarily to help the driver maintain

precise steering control, even on some of the worst road conditions. That V-8 engine turns over so unobtrusively that "...it hums quietly like a tur-



Sumptuously livable rear seat area of the 380 SE affords almost 1.5 metres of width

bine," comments *Auto, Motor und Sport*. It meanwhile feels almost devoid of vibration, even at exalted rates of travel. Throttle response in every speed range is lively. You can sense abundant power in reserve.

Handling stability is balanced by riding comfort. A German journalist amplifies the point: "The contours of the road's surface simply become a secondary matter and a discreet noise in the chassis at most tells the

car's occupants that another treacherous pothole was ironed out."

Within that taut exterior shape is ample room for five adults—2.65 cubic metres of interior volume, to be precise. The 380 SE's complement of electronic, pneumatic, electric and power-assisted conveniences underscores the difference between luxury-car thinking and Mercedes-Benz thinking. Gimmickry is absent. Controls and instruments are designed not for entertainment value but for functional efficiency.

The 380 SE is neither styled nor constructed for the short term. The simple functionalism of its appearance promises to be as contemporary in 1995 as it is today. In design, in materials, in the patient care invested in its assembly and finish, this is an automobile built with the long haul in mind.

A CULTURED BLEND OF AGILITY, STABILITY AND V-8 POWER THAT IS HELPING TO ACCELERATE THE CANADIAN PERFORMANCE RENAISSANCE



Power is generated by a turbine-smooth light-alloy fuel-injected 3.8-litre V-8

380 SL Coupe/Roadster



NO AUTOMOBILE is permitted to leave the factory that does not meet stringent Mercedes-Benz standards of strength, comfort, practicality and safety.

The 380SL is no exception. As exotic and soul-stirring as this lithe performance roadster may be, it is still a Mercedes-Benz first and a sports car second. One result is a sports machine built to be as structurally tough,

kilogram for kilogram, as a Mercedes-Benz sedan. Equally fortified against corrosion. Resistant to rattles and squeaks. A sports machine, in brief, built to last.

Another result is a sports machine made as civilized, as livable, as any Mercedes-Benz sedan. In its creature comforts and amenities, this well may be the most considerate automotive environment ever devised for two persons. The

380SL is meanwhile a sports machine meant to be as *docile* as it is responsive—not high-strung but highly efficient in its mechanical temperament.



Inside the 380SL cockpit are two of the most desirable seats in the automotive world

You will discover that the pleasures you anticipated from this most sporting of all Mercedes-Benz models are in no way dulled by these traits. Quite the contrary: because they make the 380SL such a secure-feeling and satisfying automobile to drive and to own, your pleasure is intensified. "For a V-8-engined luxury roadster weighing more than a ton and a half," a British journalist writes of the SL, "it is absurdly agile."

THE ONLY TOP-DOWN, TWO-PASSENGER SPORTS MACHINE IN THE WORLD THAT IS BUILT LIKE A MERCEDES-BENZ

One reason is the 380SL's short 244 cm wheelbase and another is its almost 1.5 metres wide front and rear track. A low center of gravity helps keep the car's mass down nearer the road. Its 1,672 kg are balanced as evenly as possible over the front and rear axles.

Your 380SL is actually *three* 380SL's: the open roadster, the convertible coupe, and the closed coupe with steel hardtop. The soft top stows neatly and easily into its own locker and is a one-person job to erect or fold away. The steel hardtop fits as snugly in place as if custom-made—perhaps because it is. Its rear window is electrically heated.

Even those on the tall side will find the interior accommodations generous. There is plenty of storage room behind the twin bucket seats, plus 0.19 cubic metres of trunk space.



The pleasures of top-down motoring, the engineering integrity of a Mercedes-Benz

500 SEL Sedan



THE 500 SEL SEDAN is engineered to outperform many exotic performance cars while achieving limousine levels of passenger comfort. This mating of the brawny and the plush will seem incongruous only to those unfamiliar with the automotive culture that spawned the 500 SEL.

As the flagship Mercedes-Benz sedan, it is designed to be the ultimate highway car on the

highways of Europe—the Autobahns, Autoroutes and Autostradas where sustained high speeds are the norm. Where automotive stamina is worshipped, and where inferior automotive engineering would be mercilessly exposed. An environment where “luxury” is defined not as an abundance of decorative frills but an abundance of responsiveness and stability and roadholding poise. The benefits to the North American owner of a sedan

engineered for mastery of that harsh European driving environment are obvious: deep performance margins and reserves that translate into deep



Legroom in the rear seat area of the 500SEL Sedan easily exceeds 90 cm.

reassurance. The 500 SEL's five-litre light-alloy V-8 engine is a case in point. Designed to permit restful Autobahn cruising at speeds double the Canadian national limit, it *loafs* in virtual silence at 100 km/h in top gear. Yet it can so quickly generate so much power and torque that the almost two-ton 500 SEL could move from a standstill to 100 km/h in the time the average person would take to read this sentence aloud. High speeds demand high-

speed stability. The 500 SEL's supple fully independent suspension system is a critical element in helping ensure that the wheels of this powerful automobile remain planted on the road. Its handling and maneuverability—remarkable in any sedan—are even more so in a sedan 5.3 m long and weighing a solid 1,769 kg.

For 1985, the Mercedes-Benz Anti-lock Braking System is fitted to the 500 SEL as optional equipment. This electronically controlled device is designed to help prevent the locking up of the car's wheels—and maintain steerability—in hard braking, almost regardless of road surface conditions.

No less impressive than its performance is the 500 SEL's habitability. It is difficult to conceive of a more hospitable automotive environment for five persons.

THE TRUE LUXURY OF THIS FLAGSHIP MERCEDES-BENZ SEDAN IS EXEMPLIFIED BY ITS RICH RESERVES OF PERFORMANCE



A sedan designed to be the ultimate highway car, on virtually any highway in the world

500 SEC Coupe



THE 500 SEC COUPE blends the qualities of a high-performance sports machine and a sumptuously comfortable four-passenger touring car. The result is, in *Car and Driver's* words, "a large, lusty automobile of staggering range and versatility." Only a few fleeting seconds are required to move this 1,685 kg vehicle to 100 km/h from a standstill. Once leveled off at 100 km/h, engine turning lazily at a mere 1900

rpm, the sensation of mechanical calm is almost eerie. Vibration is almost nil.

"What can be said about its five-litre, eight-cylinder engine is only that it works with near perfection," concludes *Auto, Motor und Sport*. It works with such vast power reserves that if let loose to exercise the 500 SEC on the Mercedes-Benz test track, you would find yourself able to easily cruise at 160 km/h—in third gear.

This is, after all, no ordinary luxury coupe but a Mercedes-Benz coupe, fitted with a sus-



Cockpit is trimmed in supple leathers, rich velour carpet and hand-rubbed walnut burl

pension and running gear sophisticated enough to maintain handling poise even in extremes. Sophisticated enough that you could consider comfortably driving the 500 SEC from Montreal to Vancouver without ever venturing onto the highways.

Riding quality is superb. The 500 SEC "ignores bad pavement as if it were a destroyer crossing a sailboat's wake," quips *Car and Driver*.

ONE OF THE WORLD'S MOST DESIRABLE COUPES IS ALSO ONE OF THE WORLD'S MOST CAPABLE AUTOMOBILES

The 500 SEC's four-wheel disc braking system is now augmented by the Mercedes-Benz Anti-lock Braking System, available as optional-at-extra cost. The name is precisely descriptive. The car's braking action is electronically monitored and hydraulically controlled, helping to prevent the wheels from locking up in sudden hard braking—almost regardless of the road surface—thereby maintaining the car's steerability and stability. Interior space is sufficient for a quartet of tall individuals. (Total interior volume measures 2.46 m³, scarcely less than the volume in some Mercedes-Benz sedans.)

Available as optional-at-extra cost equipment is the Mercedes-Benz Supplemental Restraint System, incorporating a driver's side air bag and knee bolster and emergency tensioning retractors for both front seat belts.



The remarkable Anti-lock Braking System (ABS) is optional equipment on every 500 SEC

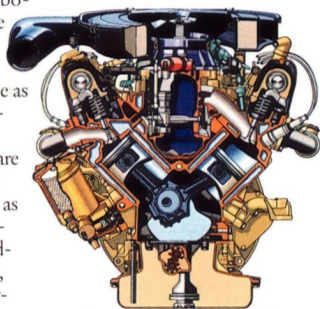
Engineered like no other car in the world

A CLOSE LOOK AT THE TECHNOLOGICAL DETAILS THAT SET THE AUTOMOBILES OF MERCEDES-BENZ APART

MERCEDES-BENZ automobiles are powered by five different engine types: a 5.0-litre light-alloy gasoline V-8, a 3.8-litre light-alloy gasoline V-8, a 5-cylinder Turbo-diesel, a 4-cylinder gasoline and a 4-cylinder diesel.

modern engines of their type—and among the most efficiency-minded V-8's yet produced.

The 5-cylinder Turbodiesel



Block of 5.0-liter V-8 is cast in weight-saving light alloy

The light-alloy V-8's may be as remarkable for their weight-saving properties as for the power they generate. They are as heat-resistant, vibration-resistant and wear-resistant as conventional iron-block engines. Such technological advances as CIS fuel injection, overhead camshafts, and hydraulic valve elements help place these among the most



Advanced 190D 2.2 engine is 25 percent lighter than its 4-cylinder predecessor

engine is virtually identical in design to the engine that powered a Mercedes-Benz research vehicle to 314 km/h and nine world records. Yet its efficiency, durability and reliability are like those of any Mercedes-Benz diesel engine. So exotic is its technology that each working piston is constantly oil-cooled.

The 190 E 2.3 Sedan's 4-cylinder gasoline engine utilizes a fuel injection system combining the sophistication of electronics with the reliability of a mechanical system. The 190 D 2.2 Sedan's 4-cylinder diesel engine establishes remarkable standards of smoothness and performance for a diesel of this size. It is fully 25 percent lighter than its predecessor design. And it is encap-

sulated within the body of the car for quiet running.

There may be no more mechanically efficient gearbox in the automotive world today



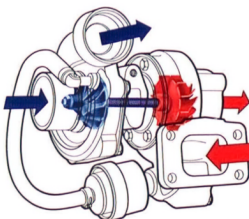
Every new engine is subject to a battery of quality audits

than the automatic four-speed torque converter unit developed by Mercedes-Benz engineers. This design is standard in all

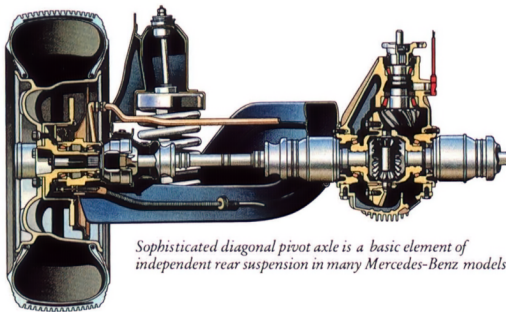
models for 1985. (The 190 E 2.3 and 190 D 2.2 can be ordered in alternative five-speed manual transmission versions.)

Fully independent suspension is a design requirement for all automobiles aiming for superb handling and ride—and has been standard on Mercedes-Benz automobiles for half a century. Forged light-alloy wheels, anti-sway bars fore-and-aft, gas-pressurized shock absorbers and other refinements are also standard on every Mercedes-Benz.

The engineers dismissed conventional rack-and-pinion steering in favor of a *recirculating-ball* type mechanism of their own design. It is the 24 steel ball bearings circulating within this unit that lend such liquid smoothness and lack of



Turbocharging boosts power and torque but not fuel thirst



Sophisticated diagonal pivot axle is a basic element of independent rear suspension in many Mercedes-Benz models

friction to the steering feel of a Mercedes-Benz. The hydraulic power assist that so lightens steering effort does not cheat you of steering feel. It is designed to sense steering re-

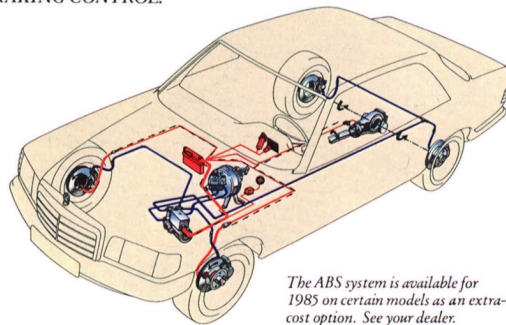
sistance and to feed power into the system *progressively*. You always retain that vital "feel of the road" in your fingertips. Every Mercedes-Benz is girded against the demands imposed

by hard and sudden stops with a system built around four power-assisted disc brakes. As explained in the box on this page, selected Mercedes-Benz models for 1985 are fitted with the Mercedes-Benz Anti-lock Braking System (ABS) as optional-at-extra-cost equipment.

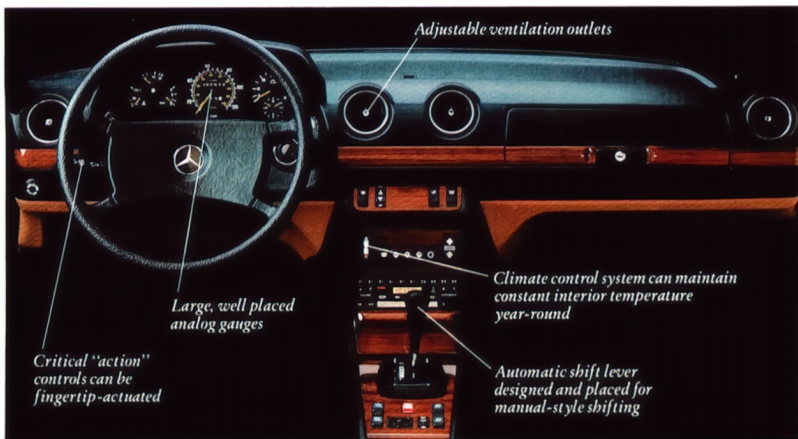
The weight of a Mercedes-Benz is distributed as evenly as possible over the front and rear axles, in the interests of handling balance. Its wheelbase is as long as feasible within the overall size limits of the car, to establish a high polar moment of inertia. Bumper-to-bumper length is

ABS: A MAJOR ADVANCE IN BRAKING CONTROL

The aim of the Anti-lock Braking System is to help reduce the risk of the car's wheels locking up in sudden braking. Promoting sure, smooth, steerable stops—almost regardless of road surface conditions. In a moving car, sensors constantly signal the rotational speed of the wheels to an electronic control unit; when the brakes are applied and the onset of wheel slip is detected, the control unit is alerted and regulates fluid pressure in the brake lines—pulsing the brake pads against the discs as often as 10 times per second.



The ABS system is available for 1985 on certain models as an extra-cost option. See your dealer.



as short as practicality allows. Superfluous weight is forbidden. The trimmer the car, the more *agile* the car.

Virtually everything not directly related to the function of controlling the car has been eliminated from the cockpit design of Mercedes-Benz automobiles. And everything that relates to controlling the car has been ergonomically devised for maximum efficiency and minimum confusion.

Major controls are so logically placed and shaped that they can

be worked by the properly positioned and belted-in driver without moving his body an inch or taking his eyes away from the road ahead.

The driver's seat is a bio-mechanical support system designed to firmly cradle the human body. You do not sit on foam rubber but on five individual layers of padding, laid over a steel spring core. The seat's springs are actually *tuned* to the suspension motions of the car—a means of helping minimize millions of continuous tiring oscillations. The seat is adjust-

able for height and fore-and-aft travel and the backrest can be set at an almost infinite number of angles. Even the headrest is adjustable.

A comprehensive electronic cruise control mechanism is standard in every Mercedes-Benz because Mercedes-Benz believes that restful long-distance cruising is no luxury. It incorporates a designed-in operating "memory"; if you touch the brake pedal and the system automatically self-cancels, you can later resume its preset cruising speed.



Beneath seat upholstery are five layers of padding over a steel spring core.

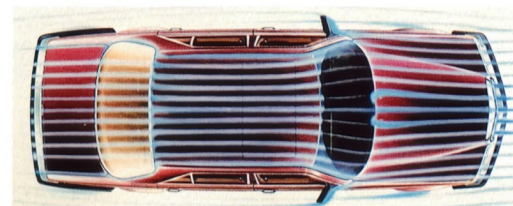
Driver visibility in all directions is excellent. Both outside mirrors can be driver-adjusted without fuss. Every inch of window glass is tinted against outside glare. The cabin is supplied with fresh air by an automatic climate control system that allows you to set the interior temperature you prefer and maintains it, year-round.

Mercedes-Benz interiors are not designed merely to look luxurious but to provide physical ease. Functionalism demanded it. The comfortable driver is a more alert driver.

The body of every Mercedes-Benz is designed for maximum possible structural rigidity. Its

basis is a steel platform or unit. The superstructure of pillars and cross-members welded to this platform creates a monocoque or "unit" type body—i.e., a body whose platform and chassis are united into one single structure. Its combination of solidity and resistance to torsional stress is remarkable. And because no nuts or bolts are used to assemble it, there are no nuts or bolts to later work loose in a chorus of squeaks and rattles.

A strikingly comprehensive number of safety features has



Airflow moving over and around car is managed to help cut noise and improve wet-weather visibility

been designed into every Mercedes-Benz. Less obvious but equally important are the numerous potential safety hazards that have been designed out. Mercedes-Benz is a highly

safety-conscious automobile company. Long before automotive safety had become a major issue, it had been accepted as a responsibility by Mercedes-Benz. (The company

had built a safety prototype as far back as the 1930's.)

The Mercedes-Benz philosophy embraces both active safety—avoiding trouble before it happens—and passive safety. The former places emphasis on steering accuracy, handling agility, roadholding tenacity, and reliable brakes. The latter emphasizes designed-in measures to help protect the car's occupants if an impact ultimately should occur.

Occupant protection in a major impact begins with the body

SUPPLEMENTAL RESTRAINT SYSTEM

The Mercedes-Benz Supplemental Restraint System can be fitted equipment to the 500SEL and 500SEC and available as an extra-cost option on the 190E 2.3, 190D 2.2, 300SD, 380SE (along with the 380SL later in the model year). It adds a driver's-side air bag and padded knee bolster to the cause of occupant restraint.

A major frontal impact triggers an electric sensor; it signals the air bag to inflate and full inflation occurs



within 45 milliseconds—cushioning the driver's head and upper body and minimizing contact with the steering wheel. Simultaneously, the emergency tensioning retractors pull the seat belts tight.

The entire sequence takes less time than the blink of an eye. The system is designed to Mercedes-Benz standards of precision and reliability, and has been proven in 15 years of development and 720 million km of use worldwide.



shell itself. The car's front and rear sections are designed as *crumple zones*; instead of rigidly resisting a major impact,

absorbing kinetic energy before its full force can penetrate to the passenger shell within.

The steering gearbox, steering column and steering wheel have all been designed with the possibility of a major impact in mind. The fuel tank in Mercedes-Benz automobiles—excepting the 300TD, which compensates with a reinforced rear body structure—is mounted well forward of the rear bumper, directly over the rear axle, and shielded fore-and-aft by metal bulkheads.

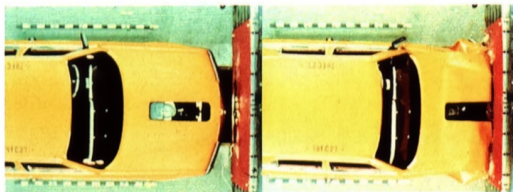
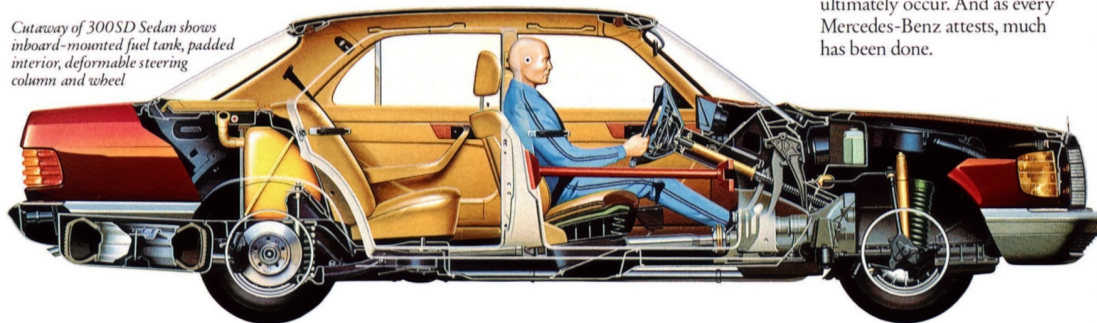
Even the three-pointed star radiator grille ornament has been made safe; it is spring-loaded to yield under light resistance.



A disc brake is standard on every wheel of every Mercedes-Benz

they are constructed to progressively yield—crumpling in on themselves, bearing the brunt of the impact and thus

Cutaway of 300SD Sedan shows inboard-mounted fuel tank, padded interior, deformable steering column and wheel



Front and rear body sections are designed to progressively yield in a major impact, absorbing kinetic energy



Mercedes-Benz sees safety as an interdependent issue involving the vehicle and the driver and the road. And believes that the potential dangers posed by the latter two factors can never be fully anticipated or controlled by even the most

safety-obsessed automobile designer. But Mercedes-Benz takes this as no reason to relax; much can be done to lessen the risks, first in helping avoid trouble and second, in helping reduce the consequences to the car's occupants should trouble ultimately occur. And as every Mercedes-Benz attests, much has been done.



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Leather seat upholstery is shown in interior photographs of all models in this brochure except the 190 E 2.3 Sedan. Please note that leather seat upholstery is standard in the 500SEL and 500SEC, and optional at extra cost in all other models.



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